

18TH ANNUAL MICHIGAN TRAFFIC SAFETY SUMMIT

MARCH 26-28, 2013 KELLOGG HOTEL & CONFERENCE CENTER, EAST LANSING



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Kellogg Center Floor Plan Back Cover

ATTENDEES: As a courtesy to others, please observe good cell phone manners. When attending sessions or meeting in the public areas adjacent to these activities, turn off wireless communication devices or use the silent notification option. If you must take a call, please step out of the room rather than disrupt the event.

As a reminder, the dress code for the Michigan Traffic Safety Summit is business casual. Thank you!

Welcome to the 18th Annual Michigan Traffic Safety Summit

For the past 18 years the state's traffic safety professionals have gathered to learn from one another and national experts in an effort to save lives and reduce injuries on Michigan's roadways.

This year is no exception with 28 workshops on topics ranging from bike safety, drugged driving, and older drivers to traffic incident management, motorcycle crash trends, and work zone safety. Five general sessions will explore ethics, strategies on marijuana use, curbing teen driver crashes, tragedies caused by distracted driving, and emergency medical services.

The three-day event features presenters from across the state and across the country who will share their experiences and success stories. Exhibitors will showcase the latest traffic safety technology while a networking reception will offer participants opportunities to meet and greet others in their field.

Whatever traffic safety discipline you are involved in, there is something to be learned at this year's Michigan Traffic Safety Summit. We hope you enjoy it.

2013 Traffic Safety Summit Agenda-At-A-Glance

TUESDAY, MARCH 26, 2013	
7:30 a.m.–4:30 p.m.	Registration Open
7:30 a.m.–9:00 a.m.	Breakfast
7:30 a.m.–4:30 p.m.	Exhibits Open (One Day Only)
9:00 a.m.–10:30 a.m.	Opening and General Session The Foundation for Success: Ethics
10:30 a.m.–11:00 a.m.	Break with Exhibitors
11:00 a.m.–12:30 p.m.	Workshops (Six Sessions)
12:30 p.m.–1:30 p.m.	Lunch
1:30 p.m.–2:30 p.m.	General Session Rethinking Strategies on Marijuana Use
2:30 p.m.–3:00 p.m.	Break with Exhibitors
3:00 p.m.–4:30 p.m.	Workshops (Six Sessions)
4:30 p.m.	Exhibits Close
5:00 p.m.–7:00 p.m.	Evening Reception–Kellogg Hotel & Conference Center
WEDNESDAY, MARCH 27, 2013	
7:30 a.m.–4:30 p.m.	Registration Open
7:30 a.m.–8:30 a.m.	Breakfast
8:30 a.m.–9:30 a.m.	General Session Curbing Teen Driver Crashes
9:30 a.m.–10:00 a.m.	Break
10:00 a.m.–11:30 a.m.	Workshops (Six Sessions)
11:30 a.m.–1:15 p.m.	Governor's Traffic Safety Advisory Commission Awards Luncheon
1:30 p.m.–3:00 p.m.	Workshops (Six Sessions)
3:00 p.m.–3:15 p.m.	Break
3:15 p.m.–4:30 p.m.	General Session Ally and Kelsey: Lives Cut Short by Distracted Driving
THURSDAY, MARCH 28, 2013	
7:30 a.m.–10:00 a.m.	Registration Open
7:30 a.m.–8:30 a.m.	Breakfast
8:30 a.m.–10:00 a.m.	Workshops (Four Sessions)
10:15 a.m.–11:30 a.m.	General Session Emergency Medical Services: Engaging the System that Saves Lives 101

Workshop Summary

11:00 A.M.-12:30 P.M. TUESDAY, MARCH 26, 2013		
Data	Just the Facts: How to Map Local Crashes	103
Enforcement	Motor Vehicle Code Update (session repeated)	105
Engineering	GM Front Center Air Bag and Wi-Fi Direct In-Vehicle Detection Technology	Lincoln
Engineering	New Technology in Intersection Warning Systems and Roundabout Research	104
Impaired Driving	Driving on Drugs: Effects of Legal and Illegal Drugs on Traffic Safety	Auditorium
Motorcycles	Motorcycle Safety: Stop Doing the Same Thing and Expecting Different Results	106
3:00 P.M.-4:30 P.M. TUESDAY, MARCH 26, 2013		
Bike Safety	A Lesson in Making Michigan State University's Campus More Bike Friendly	103
Commercial Motor Vehicle	New Safety Strategies for Big Trucks	106
Enforcement	Detroit Police Department's Innovative Approach to Underage Drinking Enforcement	Lincoln
Enforcement	Law Enforcement and the Older Driver	105
Engineering	Safe, Quick Clearance Partnerships in Traffic Incident Management	Auditorium
Traffic Safety	Traffic Safety Successes on the Colville Indian Reservation	104
10:00 A.M.-11:30 A.M. WEDNESDAY, MARCH 27, 2013		
Enforcement	Law Enforcement's Role in Bike Safety	103
Enforcement	Motor Vehicle Code Update (repeated session)	105
Enforcement	Innovative Community Approaches to Safe Senior Driving	104
Enforcement	To Be Seen: Law Enforcement's Role in Nighttime Visibility	Lincoln
Engineering	Taking the Hit: Crash Test Dummies	Auditorium
Engineering	The Other Side of Safety	106
1:30 P.M.-3:00 P.M. WEDNESDAY, MARCH 27, 2013		
Bike Safety	Chicago's Bike Safety Program	104
Enforcement	Legal Update (session repeated)	Auditorium
Enforcement	Gizmos and Gadgets: Technology for Law Enforcement	105
Engineering	The Safety Effect of Safety Edge SM and Other High Friction Treatments	Lincoln
Traffic Safety	Achieving Recognition: Best Practices for Completing Award Nominations	103
Traffic Safety	Winter Driving Tips and Tricks	106
8:30 A.M.-10:00 A.M. THURSDAY, MARCH 28, 2013		
Enforcement	Data-Driven Approaches to Crime and Traffic Safety: A Change in Policing Strategy	Lincoln
Enforcement	Legal Update (repeated session)	103
Enforcement/Engineering	Keeping them Safe: New Technologies in Work and Crash Zone Safety	104
Motorcycles	Motorcycle Trends: A First Look at the Impact of Michigan's Helmet Law Changes	Auditorium

General Session Speakers

TUESDAY

THE FOUNDATION FOR SUCCESS: ETHICS

Undersheriff Chris Swanson,
Genesee County Sheriff's Office, Founder, Swanson Leadership



Undersheriff Chris Swanson is a career law enforcement officer, with experience spanning nearly 20 years in a variety of positions, including narcotics, criminal investigation, and law enforcement operations. He is also the founder of Swanson Leadership.

As second-in-command of the Genesee County Sheriff's Office, he oversees 239 sworn personnel and more than 100 volunteers. He has extensive experience in emergency medical response, maintains multiple certifications, and is a licensed paramedic.

He holds a master's degree in public administration-criminal justice and a bachelor of applied science from the University of Michigan where he has also served on the faculty since 1998.

A three-time IRONMAN finisher and amateur natural body builder, Undersheriff Swanson regularly speaks at public high schools, churches, businesses, and police departments about how leadership and success change lives.

RETHINKING STRATEGIES ON MARIJUANA USE

Kevin A. Sabet, Ph.D., *Director, Drug Policy Institute, University of Florida, Gainesville, Florida*



Dr. Kevin Sabet is director of the Drug Policy Institute at the University of Florida and an assistant professor in the College of Medicine, Department of Psychiatry. His areas of specialization include evidence-based drug prevention, treatment, and impacts of drug legalization and medical marijuana.

He is also a policy consultant to numerous domestic and international organizations through his company Policy Solutions Lab. His clients include the United Nations, where he holds a senior advisor position at the Italy-based United Nations Interregional Crime and Justice Research Institute.

From 2009-2011, he served in the Obama administration as the senior advisor at the White House Office of National Drug Control Policy (ONDCP). Representing his non-partisan commitment to drug policy, he remains the only staff member at ONDCP to hold a political appointment in both the Bush and Obama administrations.

As a Marshall Scholar, Dr. Sabet received his doctorate and master's in social policy at Oxford University and bachelor's in political science from the University of California, Berkeley.

WEDNESDAY

CURBING TEEN DRIVER CRASHES

Pam Fischer, Principal, *Pam Fischer Consulting, Long Valley, New Jersey*



After nearly 30 years of experience in public, media, community, constituent, and government relations at the local, state, and national levels, Pam Fischer started her own consulting firm specializing in transportation safety, outreach, and education in January 2011.

Prior to that, she served as director of the New Jersey Division of Highway Traffic Safety and chaired the New Jersey Teen Driver Study Commission. She spent the previous 20 years leading the AAA New Jersey Automobile Club's Public Affairs team.

Currently, she heads the New Jersey Teen Safe Driving Coalition, an initiative funded by The Allstate Foundation in partnership with the National Safety Council. The coalition works to engage, educate, and mobilize communities to develop and improve safe teen driving programs, practices, and activities.

Ms. Fischer holds a bachelor's in English from Lebanon Valley College, a master's in leadership and public administration from Centenary College, and a certificate in advanced management from The Wharton School at the University of Pennsylvania.

THURSDAY

ALLY AND KELSEY: LIVES CUT SHORT BY DISTRACTED DRIVING

Bonnie Raffaele, *Sault Ste. Marie, Michigan*



On Jan. 24, 2010, 17-year-old Kelsey Raffaele was talking on her cell phone while driving home. She attempted to pass a vehicle, but misjudged the time she had to safely do so. She told her friend she was going to crash and tossed the cell phone in the back seat. It was the last time anyone would speak to Kelsey.

Unable to avoid an oncoming vehicle, Kelsey lost control, crashed, and died instantly.

When Bonnie Raffaele discovered her daughter's deadly crash was due to the distraction of Kelsey's cell phone conversation, she went to work to protect other teen drivers so their families wouldn't have to suffer this type of loss.

Ms. Raffaele was the driving force behind Kelsey's Law, which prohibits teens with Level 1 or Level 2 licenses from using their cell phones while driving.

A board member of FocusDriven, a national non-profit organization focused on driver distraction caused by cell phone use while driving, Ms. Raffaele considers herself a "momma on a mission;" that mission being to save lives.

Laurel Zimmerman, *Oakland Township, Michigan*



Ally Zimmerman, 16, was an award-winning performer with dreams of changing the world. On Dec. 28, 2010, the Romeo High School student's dreams were cut short by a distracted driver. A 16-year-old driver with four passengers in her vehicle ran a red light and struck the vehicle Ally was riding in. Police say the at-fault driver was distracted at the time of the crash.

Following her death, the Remembering Ally campaign was created. It includes a TV public service announcement, a mock distracted driving crash video, posters, and a multimedia presentation. Ally's mother, Laurel Zimmerman, has made numerous presentations through the Remembering Ally campaign.

Ms. Zimmerman, a McLaren Oakland Hospital emergency room nurse who has seen countless victims of traffic crashes, says she is trying to keep her daughter's dream of making a difference alive.

In Ally's words, "I believe that one person can change the lives of millions-be that one."

EMERGENCY MEDICAL SERVICES: ENGAGING THE SYSTEM THAT SAVES LIVES 101

Dia Gainor, *Executive Director, National Association of State Emergency Medical Services Officials, Boise, Idaho*



Dia Gainor is the Executive Director and Past President of the National Association of State Emergency Medical Services Officials and was responsible for the formation of its Highway Incidents and Transportation Systems Committee.

She previously served as the Bureau Chief of Emergency Medical Services for Idaho for 19 years, where one of her responsibilities included management of a statewide emergency medical communications center that also served as the state transportation department's highway operations communications center.

In 2008, Ms. Gainor was appointed by the Secretary of the U.S. Department of Transportation to serve on the National EMS Advisory Council and was selected to be the council's first chairperson.

She is currently a member of the National Strategy on Highway Safety steering committee and chairs the Transportation Safety Advancement Group, which focuses on interdisciplinary opportunities to promote technology and protect emergency responders and travelers.

Ms. Gainor holds a bachelor's degree in emergency health services administration, a master's degree in public administration from George Washington University, and has 12 years of field experience as a paramedic and firefighter.

Tuesday Agenda

TUESDAY, MARCH 26, 2013		
7:30 a.m.–4:30 p.m.	Registration	Central Lobby
7:30 a.m.–9:00 a.m.	Breakfast	Big Ten C
7:30 a.m.–4:30 p.m.	Exhibits Open (One Day Only)	Big Ten C, Centennial ABC
7:30 a.m.–4:30 p.m.	Secretary of State Mobile Office (One Day Only)	South Lobby
OPENING AND GENERAL SESSION		
9:00 a.m.–10:30 a.m.	WELCOME Col. Kriste Kibbey Etue , Director, Michigan Department of State Police Kirk T. Steudle , P.E., Director, Michigan Department of Transportation	Big Ten AB
9:00 a.m.–10:30 a.m.	THE FOUNDATION FOR SUCCESS: ETHICS Undersheriff Chris Swanson , Genesee County Sheriff's Office, Founder, Swanson Leadership <i>Sacrificing ethics and failure to lead destroys families, crushes dreams, and tarnishes the badge. But building an ethical foundation protects law enforcement officers and what they love. This high-energy, life-changing session is guaranteed to give attendees the tools that return greatness.</i>	Big Ten AB
10:30 a.m.–11:00 a.m.	Break with Exhibitors	Big Ten C, Centennial ABC
10:30 a.m.–11:00 a.m.	Secretary of State Mobile Office	South Lobby
WORKSHOPS		
11:00 a.m.–12:30 p.m.	DATA—Just the Facts: How to Map Local Crashes Bob Kennedy , Web Application Developer, University of Michigan Transportation Research Institute Charlotte A. Kilvington , Analysis and Evaluation Coordinator, Michigan Office of Highway Safety Planning, Michigan Department of State Police <i>Ever wonder if patrols are making a difference? Are you driving in circles in areas where you think traffic crashes occur? This session will show how to base patrols on data, not perception. Learn how a free Web tool can help determine where patrols can be most effective.</i>	103
11:00 a.m.–12:30 p.m.	ENFORCEMENT—Motor Vehicle Code Update (session repeated) Sgt. Jill Bennett , Traffic Services Section, Michigan Department of State Police <i>The Michigan Vehicle Code provides a standard for traffic laws designed to facilitate traffic flow and reduce traffic crashes. This workshop will serve as a review of existing laws and updates on new legislation and amendments recently made to existing traffic laws, including Kelsey's Law.</i>	105
11:00 a.m.–12:30 p.m.	IMPAIRED DRIVING—Driving on Drugs: Effects of Legal and Illegal Drugs on Traffic Safety Tpr. Troy Meder , Drug Recognition Expert, Michigan Department of State Police Tri-City Post Jack Peet , Traffic Safety Manager, AAA The Auto Club Group <i>Developed by the AAA Foundation for Traffic Safety, Roadwise RX is an online tool that details common side effects of prescription and over-the-counter medications. The tool provides personalized information on how medications, herbal supplements, foods, and their interactions with each other can impact safety behind the wheel. In addition, a Michigan Drug Recognition Expert will discuss the most common drugs they are encountering in drivers under the influence.</i>	Auditorium
11:00 a.m.–12:30 p.m.	ENGINEERING—General Motors Front Center Air Bag and Wi-Fi Direct In-Vehicle Detection Technology Scott D. Thomas , Safety Engineer, General Motors <i>General Motors and technology supplier Takata have developed the industry's first front center air bag, an inflatable restraint and cushion designed to help protect drivers and front seat passengers in far-side impact crashes where the affected occupant is on the opposite, non-struck side of the vehicle. This session will describe the system design and anticipated occupant protection benefits.</i>	Lincoln

11:00 a.m.–12:30 p.m.	ENGINEERING—New Technology in Intersection Warning Systems and Roundabout Research Jeffrey S. Bagdade , P.E., Vice President, Road Safety Sector Lead (North America), Partner, Opus International Consultants Jon Jackels , ITS Program Engineer, Minnesota Department of Transportation, Roseville, Minnesota <i>Enhancing safety at intersections is imperative to protect users of Michigan's infrastructure. This session illustrates and explores intersection warning systems and roundabouts with regard to application, design, operations, experience, and safety. Hear national perspectives on intersection conflict warning systems, which are used to address crashes at stop-controlled intersections by providing drivers with real time dynamic warning of other vehicles approaching the intersection. Recent research completed by the Michigan Department of Transportation on the safety and efficiency of roundabouts in Michigan will also be discussed.</i>	104
11:00 a.m.–12:30 p.m.	MOTORCYCLES—Motorcycle Safety: Stop Doing the Same Thing and Expecting Different Results Andrew Krajewski , Director, Driver Safety, Maryland Motor Vehicle Administration, Glen Burnie, Maryland Dan Petterson , Ed.D., President, Chief Executive Officer, Skilled Motorcyclist Association—Responsible, Trained and Educated Riders (SMARTER) Incorporated <i>It takes more than rider education and motorcycle license laws to impact the number and severity of motorcycle crashes. This workshop will discuss law enforcement and engineering best practices which impact motorcycle safety and offer a strategic approach Michigan's safety partners can use to impact motorcycle crashes.</i>	106
12:30 p.m.–1:30 p.m.	LUNCH GENERAL SESSION	Big Ten AB
1:30 p.m.–2:30 p.m.	RETHINKING STRATEGIES ON MARIJUANA USE Kevin A. Sabet , Ph.D., Director, Drug Policy Institute, University of Florida, Gainesville, Florida <i>Misinformation seems to rule the day when it comes to talking about marijuana. Although it is the illicit drug most commonly used by Americans, its dangers are not well understood by the public. Dr. Sabet will discuss the issue of marijuana today, focusing on the science around the dangers of the drug. Included will be a discussion of marijuana's implications on driving.</i>	Big Ten AB
2:30 p.m.–3:00 p.m.	Break with Exhibitors	Big Ten C, Centennial ABC
2:30 p.m.–3:00 p.m.	Secretary of State Mobile Office	South Lobby
	WORKSHOPS	
3:00 p.m.–4:30 p.m.	BIKE SAFETY—A Lesson in Making Michigan State University's Campus More Bike Friendly Tim Potter , General Manager, Michigan State University Bikes Service Center Michael Unsworth , Chair, Advocacy Committee, Tri-County Bicycle Association <i>The campus of Michigan State University (MSU) has long been popular with bicyclists, going back to the formation of its first bike club in the 1880s. However, the campus had no bike lanes which created conflict between bicyclists and pedestrians on its sidewalks and paths. About 12 years ago the university decided to adopt a "complete streets" policy to improve the safety of bicyclists and pedestrians. As a result, MSU now boasts more than 13 miles of on-street bike lanes, over 7,000 bike racks, and some of the most advanced crosswalk technologies in the country. Learn about the university's bike-related safety enhancements and why it has earned recognition by the League of American Bicyclists as a Bicycle Friendly University. This session will include a combination of classroom and outdoor exploration (weather permitting) of the MSU campus conducted via bicycle.</i>	103

Tuesday Agenda (continued)

3:00 p.m.–4:30 p.m.	COMMERCIAL MOTOR VEHICLE—New Safety Strategies for Big Trucks MC Spl/Sgt. Joseph Austin , Commercial Vehicle Enforcement Division, Michigan Department of State Police Charlotte A. Kilvington , Analysis and Evaluation Coordinator, Michigan Office of Highway Safety Planning, Michigan Department of State Police <i>How do officers inspect commercial vehicles? What are special transportation enforcement teams? Are big trucks sharing the road safely with passenger vehicles? Learn the answers to these questions and many more. This session will explore commercial motor vehicle safety and strategies being implemented to decrease crashes involving big rigs.</i>	106
3:00 p.m.–4:30 p.m.	ENFORCEMENT—Detroit Police Department's Innovative Approach to Underage Drinking Enforcement Sgt. Scott Hall , Detroit Police Department Sgt. Pride Henry , Detroit Police Department Ofcr. Jeremy MacNicol , Detroit Police Department Ofcr. Chad Smith , Detroit Police Department <i>Building on last year's presentation, officers from the Detroit Police Department will provide an overview of the controlled dispersal process which involves taking a large number of often underage partygoers and processing them in a quick and efficient manner. Participants will also learn the steps officers take in preparing for such a large-scale detail, including intelligence gathering and ensuring officer safety.</i>	Lincoln
3:00 p.m.–4:30 p.m.	ENFORCEMENT—Law Enforcement and the Older Driver Chief Robert L. Ticer , Avon Police Department, Avon, Colorado <i>National data has placed Michigan as one of the 10 states with the greatest number of licensed drivers age 65 and older. This presentation is designed to provide law enforcement with the knowledge necessary to effectively interact with older drivers. Participants will learn how the aging process affects older drivers, methods for interacting with and evaluating older drivers, and the appropriate referral options available. This presentation is a precursor to the National Older Driver Law Enforcement Online Program to be released soon.</i>	105
3:00 p.m.–4:30 p.m.	ENGINEERING—Safe, Quick Clearance Partnerships in Traffic Incident Management Chief Phil Wagner (retired), Ypsilanti Township Fire Department, Deputy Fire Chief/Emergency Management Coordinator (retired), City of Romulus Sgt. Craig Shackelford , Bloomfield Township Police Department <i>A traffic incident has many partners that affect the efficiency of the safe and quick clearance of the roadway. This workshop will explore the roles of law enforcement, fire, emergency medical services, transportation, and towing and recovering; how they can help; and the challenges they face at incidents.</i>	Auditorium
3:00 p.m.–4:30 p.m.	TRAFFIC SAFETY—Traffic Safety Successes on the Colville Indian Reservation Jason Palmer , Program Manager, Colville Confederated Tribes Transportation Program, Nespelem, Washington Carla Marconi , Traffic Safety Coordinator, Colville Confederated Tribes Transportation Program, Nespelem, Washington <i>Members of the Confederated Tribes of the Colville Reservation in Washington State will share information about improvements in education, enforcement, engineering, and emergency medical services that have helped reduce deaths and serious injuries due to traffic crashes on the reservation. Through these efforts, traffic deaths on the reservation have decreased significantly from approximately 24 a year to two in 2011. Also, learn about efforts to improve safety on a reservation in Michigan.</i>	104
5:00 p.m.–7:00 p.m.	NETWORKING RECEPTION	Big Ten AB

Wednesday Agenda

WEDNESDAY, MARCH 27, 2013		
7:30 a.m.–4:30 p.m.	Registration	Central Lobby
7:30 a.m.–8:30 a.m.	Breakfast	Big Ten C
GENERAL SESSION		
8:30 a.m.–9:30 a.m.	CURBING TEEN DRIVER CRASHES	Big Ten AB
<p>Pam Fischer, Principal, Pam Fischer Consulting, Long Valley, New Jersey</p> <p><i>This presentation will provide an overview of what is being done in other states to address teen driver safety, including strengthening Graduated Driver License laws, ensuring law enforcement support for these laws, engaging parents and teens, improving driver education, and garnering consistent media coverage.</i></p>		
9:30 a.m.–10:00 a.m.	Break	Red Cedar
WORKSHOPS		
10:00 a.m.–11:30 a.m.	ENFORCEMENT—Law Enforcement’s Role in Bike Safety	103
<p>Tpr. Rob Herbstreith, Michigan Department of State Police Niles Post</p> <p>Rich Moeller, Executive Director, League of Michigan Bicyclists</p> <p><i>This session will review the laws pertaining to bicyclists and debunk common myths. An overview of effective education models will be provided and best practices for bicycle crash investigation and reporting will be reviewed. Acceptable road markings and signage for bicyclists will also be discussed.</i></p>		
10:00 a.m.–11:30 a.m.	ENFORCEMENT—Motor Vehicle Code Update (repeated session)	105
<p>Sgt. Jill Bennett, Traffic Services Section, Michigan Department of State Police</p> <p><i>The Michigan Vehicle Code provides a standard for traffic laws designed to facilitate traffic flow and reduce traffic crashes. This workshop will serve as a review of existing laws and updates on new legislation and amendments recently made to existing traffic laws, including Kelsey’s Law.</i></p>		
10:00 a.m.–11:30 a.m.	ENFORCEMENT—Innovative Community Approaches to Safe Senior Driving	104
<p>F/Lt. Christine Grabowski, Michigan Department of State Police Iron Mountain Post</p> <p>Robert Habowski, Mobility Project Manager, Area Agency on Aging 1-B</p> <p><i>By 2030, one in five motorists will be age 65 or older. This session will inform and assist officers and other agencies regarding older driver safety issues. Tools to help seniors stay on the road for as long as safely possible will be discussed, as well as when seniors should hang up the keys. This session will explore the community service approach to keeping seniors safe and innovative senior mobility management programs that have been developed for when seniors can no longer drive safely.</i></p>		
10:00 a.m.–11:30 a.m.	ENGINEERING—To Be Seen: Law Enforcement’s Role in Nighttime Visibility	Lincoln
<p>Daniel Lee, Ph.D., Director, Highway Traffic Safety, Accident Investigation Training, Michigan State University</p> <p>Theodore J. Foster, Assistant Coordinator, Highway Traffic Safety Programs, Accident Investigation Training, Michigan State University</p> <p><i>Officer safety is always a concern, particularly when making a traffic stop alongside a road at night. This session will focus on vision, night visibility factors, and lighting requirements. Discussion will include whether a driver could have and should have seen an object in sufficient time to avoid striking it. The effect of vehicle emergency lighting on the vehicle and the officer along with reflective vest visibility considerations will also be discussed.</i></p>		

Wednesday Agenda (continued)

10:00 a.m.–11:30 a.m.	ENGINEERING—Taking the Hit: Crash Test Dummies Mike Beebe , Chief Technical Officer, Humanetics Innovative Solutions, Huron, Ohio Jack Jensen , Engineering Group Manager, General Motors Vehicle Safety and Crashworthiness Laboratory <i>They're built to be destroyed. With humble beginnings as sand bags used to test aircraft ejection seats, crash test dummies have become highly technical pieces of equipment vital to vehicle development and safety. This session will provide an overview of how dummies are developed, their wide range of capabilities, and how automakers use the dummies to keep people safer inside vehicles.</i>	Auditorium
10:00 a.m.–11:30 a.m.	ENGINEERING—The Other Side of Safety Frank Cardimen , President (retired), Traffic Improvement Association of Michigan Bob Felt , Communications Specialist, Michigan Department of Transportation <i>Hear firsthand testimonials from drivers affected by safety innovations such as cable barrier, center and/or edge line rumble strips, and older driver initiatives including clear view font, brighter sign sheeting, and box span signals. Engineers will be available to answer questions.</i>	106
11:30 a.m.–1:15 p.m.	Governor's Traffic Safety Advisory Commission Traffic Safety Awards Luncheon WORKSHOPS	Big Ten ABC
1:30 p.m.–3:00 p.m.	BIKE SAFETY—Chicago's Bike Safety Program Michael Amsden , Senior Planner, T.Y. Lin International, Inc., Chicago, Illinois <i>In 2011, Chicago Mayor Rahm Emanuel committed to building 100 miles of protected bike lanes in the city by May 2015, with the goal of making Chicago the most bicycle-friendly city in the United States. To date, the Chicago Department of Transportation has installed the first 30 miles of protected bike lanes and identified the remaining 70 miles of protected bike lanes and other innovative bikeways that will allow all Chicagoans to feel safe bicycling on the city's streets. This presentation will summarize the first two years of this initiative and will discuss the plan's findings, recommendations, and results to date.</i>	104
1:30 p.m.–3:00 p.m.	ENFORCEMENT—Legal Update (session repeated) Kenneth Stecker , Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan <i>This presentation is designed to provide law enforcement with a comprehensive update on legal issues associated with traffic safety. Topics will include recent changes to laws pertaining to medical marijuana, drugged driving, alcohol, and teen driving.</i>	Auditorium
1:30 p.m.–3:00 p.m.	ENFORCEMENT—Gizmos and Gadgets: Technology for Law Enforcement Corp. Erin Diamond , Wayne County Sheriff's Office <i>Learn about the latest and greatest technology that can assist officers in traffic enforcement—whether it's figuring out how to handle a suspect with an alcohol monitoring device or what information a cell phone company can provide if the officer believes a crash was caused by cell phone use.</i>	105
1:30 p.m.–3:00 p.m.	ENGINEERING—The Safety Effect of Safety EdgeSM and Other High Friction Treatments Wayne A. Harrall , Director of Engineering, Kent County Road Commission Tracy Allen Lovell , Transportation Engineer, Kentucky Transportation Cabinet, Frankfort, Kentucky <i>A local county road commission will provide perspective on one of the newest safety treatments, Safety EdgeSM, including the construction techniques, installation costs, and crash reductions at installed locations. Also learn about Kentucky's successes with the aggressive use of high friction surface treatments to prevent skidding on horizontal curves and other locations. Information on Michigan's use of high friction surface treatments will also be presented.</i>	Lincoln

1:30 p.m.–3:00 p.m.	TRAFFIC SAFETY—Achieving Recognition: Best Practices for Completing Award Nominations Sherry McGee , Executive Director, MADD Michigan Chief Jim Carmody , Wyoming Police Department Melody Kindraka , Communications Coordinator, Michigan Office of Highway Safety Planning, Michigan Department of State Police Anne Readett , Communications Section Chief, Michigan Office of Highway Safety Planning, Michigan Department of State Police <i>Think you have what it takes to be recognized by the Governor’s Traffic Safety Advisory Commission, MADD, the Governors Highway Safety Association, or the Michigan Association of Chiefs of Police? Representatives from these organizations will discuss the award programs and provide tips for completing successful award nominations.</i>	103
1:30 p.m.–3:00 p.m.	TRAFFIC SAFETY—Winter Driving Tips and Techniques Mark Osborne , Program Manager, Michigan Technological University Keweenaw Research Center <i>If you’ve driven a motor vehicle in Michigan, then you’ve driven on ice and snow. This workshop will teach braking and steering techniques to enhance safety and provide attendees with the confidence to drive on the slippery stuff. Attendees will also learn ways to teach these skills to others, even with limited resources.</i>	106
3:00 p.m.–3:15 p.m.	BREAK	Big Ten AB
	GENERAL SESSION	
3:15 p.m.–4:30 p.m.	ALLY AND KELSEY: LIVES CUT SHORT BY DISTRACTED DRIVING Bonnie Raffaele , Sault Ste. Marie, Michigan Laurel Zimmerman , Oakland Township, Michigan <i>In 2010, Michigan teens Ally Zimmerman and Kelsey Raffaele lost their lives in distracted driving crashes. Despite dealing with the heartbreaking losses, the Raffaele and Zimmerman families set out on quests to prevent other families from suffering similar tragedies. Hear how two mothers have traveled hundreds of miles to share their stories about the dangers of distracted driving with teens, parents, media, and legislators, and the changes they have caused along the way.</i>	Big Ten AB

Thursday Agenda

THURSDAY, MARCH 28, 2013		
7:30 a.m.–10:00 a.m.	Registration	Central Lobby
7:30 a.m.–8:30 a.m.	Breakfast	Big Ten AB
WORKSHOPS		
8:30 a.m.–10:00 a.m.	ENFORCEMENT—Data-Driven Approaches to Crime and Traffic Safety: A Change in Policing Strategy Capt. Mike Yankowski , Lansing Police Department <i>Find out how the Lansing Police Department used location-based crime and traffic crash data to determine areas of the city needing enforcement attention. Learn what effects this new patrol deployment had on the city's crime and crash problems.</i>	Lincoln
8:30 a.m.–10:00 a.m.	ENFORCEMENT—Legal Update (repeated session) Kenneth Stecker , Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan <i>This presentation is designed to provide law enforcement with a comprehensive update on legal issues associated with traffic safety. Topics will include recent changes to laws pertaining to medical marijuana, drugged driving, alcohol, and teen driving.</i>	103
8:30 a.m.–10:00 a.m.	ENGINEERING—Keeping Them Safe: New Technologies in Work and Crash Zone Safety Paul Arends , Operations Engineer, Michigan Department of Transportation Chris Brookes , Work Zone Delivery Engineer, Michigan Department of Transportation <i>Want to protect first responders at the scene? How about reduce crashes in work zones? Learn about new strategies to reduce crashes and injuries including Utility 2, a multi-agency collaboration converting an old city dump truck to a crash attenuated blocking apparatus, and the work zone stopped/slow traffic advisory system that warns traffic of real-time conditions to prevent rear-end crashes in work zones.</i>	104
8:30 a.m.–10:00 a.m.	MOTORCYCLES—Motorcycle Trends: A First Look at the Impact of Michigan's Helmet Law Changes Alistair Chapman , M.D., Senior Surgical Resident, Michigan State University, Grand Rapids Campus Carol Flannagan , Assistant Research Scientist, University of Michigan Transportation Research Institute Rachel Titus , M.D., Junior Surgical Resident, Michigan State University, Grand Rapids Campus <i>Michigan modified its 35-year-old mandatory helmet law in April 2012. In order to better evaluate the ramifications of this change, The University of Michigan and clinicians with Spectrum Health Grand Rapids have taken action to evaluate the clinical and financial impacts of this change. The University of Michigan Transportation Research Institute has reviewed provisional 2012 crash data and will present initial data for motorcycle crashes. In addition, a team of doctors and nurses with Spectrum Health in association with Grand Rapids Medical Education Partners conducted a study aiming to examine the early clinical and financial effects of the modification at Spectrum Health Butterworth, West Michigan's largest emergency services provider and the area's only Level I Trauma Center.</i>	Auditorium
GENERAL SESSION		
10:15 a.m.–11:30 a.m.	EMERGENCY MEDICAL SERVICES: ENGAGING THE SYSTEM THAT SAVES LIVES 101 Dia Gainor , Executive Director, National Association of State Emergency Medical Services Officials, Boise, Idaho <i>Emergency medical services (EMS) offer significant opportunities for reduction of death and disability following motor vehicle crashes. Pre-hospital care provided by local ambulance services, helicopter EMS, hospitals, and trauma centers offer opportunities for avoiding preventable deaths, especially in rural areas.</i>	Big Ten AB

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